

NORFOLK BOTANICAL GARDEN

A Natural Beauty.



www.norfolkbotanicalgarden.org

Dominion Garden of Lights

USA Today 10Best teamed up with Inside Edition to find the best public holiday light displays in the United States. 20 nominees were selected and the top 10 winners were then chosen by the public. The public voted the Dominion Garden of Lights the #8 best light show in the country!

Million Bulb Walk: Revenue doubled

DGOL: 2,000 more cars

Garden 2.015 Fun Run: 700 participants

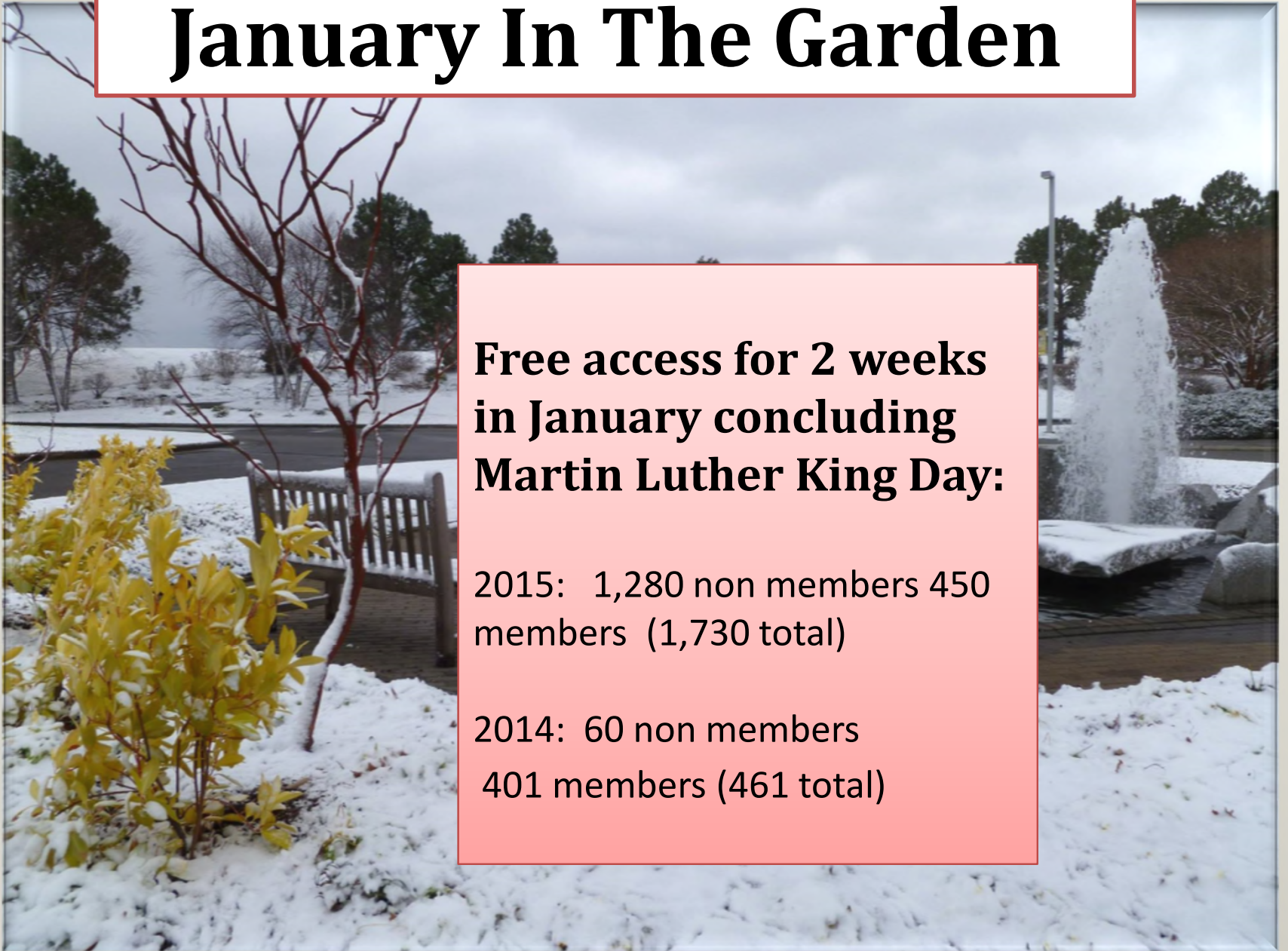


January In The Garden

**Free access for 2 weeks
in January concluding
Martin Luther King Day:**

2015: 1,280 non members 450
members (1,730 total)

2014: 60 non members
401 members (461 total)





Planting The Future

Strategic Plan: 2015-2018

1. **Establish the Garden as a leader in environmental stewardship.**
2. **Deepen the Garden's engagement with—and impact in—the community.**
3. **Provide a dynamic, high quality and welcoming experience.**
4. **Strengthen communications and marketing to build excitement about the Garden.**
5. **Ensure long-term financial sustainability.**
6. **Strengthen organizational leadership and capacity.**

Coming 2016!

LanternAsia

Art by day
Magic by night!

